

We Maintain The Promptest Mail And Phone Order Bureaus In The Southwest. Favor Us With an Order

# "THE POPULAR"

EL PASO, TEXAS, FRIDAY, APRIL 26, 1918.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE

Store Your Furs In Our Scientific Cold Storage Fur Vault and Protect Them During The Summer Months

16TH YEAR



This Means More Money For You, Madame!

## Matchless Values from Street Floor

FOUND PAPER, 35c—Chesterfield brand is an exclusive "Popular" product. It is made by Whiting, of best linen stock. It is a perfect writing surface. A full pound of paper, conveniently packed, that offers true economy.

35c

NOVELTY JEWELRY—A feature lot of jewelry, including bar pins, brooches, earrings, cuff buttons, the class, earrings, etc. A host of attractive designs; all are perfectly made and warranted. Specially priced, at your choice.

39c

THE NEWER ARRIVALS IN NECKWEAR—Include many fascinating styles in collars, collar and cuff sets, and vests. Fashioned of organdy, Georgette and satin of the better kinds; expertly made. Choice, at

\$1.00

WOMEN'S NECKWEAR, AT 25c—A table assortment of all the wanted styles of neck wear—collars, collar and cuff sets, vests, etc., shown in plain, lace trimmed or embroidered styles. New shapes and materials suitable for either wash or silk dresses. Exceptional

25c

WOMEN'S SAMPLE HANDKERCHIEFS—A leading importer's sample line of handkerchiefs, in solid white or novelty colored effects; hemstitched or ruffled edges; plain or embroidered styles. Materials are sheerest. Shamrock and linen. None are worth less than 25c, and many are worth more. Excellent values, at each.

19c

MISSIE'S RIBBED VESTS—A superior quality of misses' ribbed vests; fine gauge; knit of selected yarns; low necked, no sleeve styles. Perfect fitting.

15c

CHILDREN'S SOCKS—A cleanup of our broken lots of children's socks. Solid colors or white with contrasting tops. Perfectly made of fine lace, with spliced heel and toe and cuff tops. A splendid range of combinations from which to choose; sizes 4 to 9 1/2. Unmatchable

19c

WOMEN'S UNION SUITS—A clearance of a choice lot of women's high grade union suits; exceptionally fine gauge; snug fitting and durable; made low neck and no sleeve styles; light or lace knee; sizes 34 to 44. A suit that is well worth \$1.50. Special for Saturday, a suit, at

95c

WOMEN'S SILK ROSE—Full fashioned silk rose, with silk tie garter belt, and spliced heel and toe of same material. A durable weight, fine gauge hose in either black or white, that is priced less than the wholesale cost.

75c

CHAMOISETTE GLOVES—These are both practical and slightly. Made of excellent quality materials, in white or natural; two-clamp styles. Expertly made and perfect fitting. Special values, at a pair.

50c

## Toilet Articles--On Sale All Day

POMPEIAN MASSAGE CREAM—A superior cream for massaging and cleaning the skin. The 50c size, at

39c

PALM OLIVE SHAMPOO—The systematic use of Palm Olive Shampoo insures a healthy scalp and luxurious hair. The 50c bottles, at

30c

NADINE SOAP—Five soaps are made with the same scientific knowledge and care as Nadine. 25c cakes, at

19c

LAZELL'S TOILET WATER—The lasting odor of the honey-suckle or field violet is found in Lazell's toilet water. The bottles, at

59c

POZZONI'S FACE POWDER—A unique package of powder, rouge and chamomile. Regular 50c size, at

39c

AUBRY SISTERS' ROUGE

19c

TOILET ARTICLES—On Sale From 6 to 8:30 P. M.

PERFECT TOOTH PASTE—Recommended by eminent dentists the world over. Cleanses, whitens and preserves the teeth, and prevents acid mouth. Liberal takes in the After Supper Sale, at a tube.

39c

MERMAID HAIR BRUSHES—A rubber cushioned brush that can be thoroughly cleaned with hot water without the slightest detriment to the brush. Each, at

89c

TOOTH BRUSHES—Imported brushes with bone handles. Good bristles. Made in serviceable shapes. After Supper Sale, each, at

10c

## The Last Day Of The Shoe Sale

FOR Saturday we offer the remaining lots of women's high and low shoes left from our great shoe sale. We do not intend to put these shoes back in stock, so all remaining pairs have been marked down for a quick clearance. We will not go into detail about these lots, but we ask you to come and see for yourself. This sale should especially appeal to those who wear the narrow widths.

LOT NO. 1—All the remaining pairs of pumps and strap sandals, in tan, white kids, patents, and black kids; former values to \$8.00. While the lot lasts Saturday, your choice, at a pair,

\$2.35

LOT NO. 2—All the remaining pairs of odds and ends in boots, in widths AAA and AA. Wonderful values, at a pair,

\$1.25

LOT NO. 3—All the remaining pairs of colored kid boots, in pearl gray, ivory, tan and brown, will go at a pair, \$4.95. These boots have cloth top to match. You will also find some solid kid boots among them. Former values to \$12.50. Special, a pair, at

\$4.95

GROWN GIRLS, MISSES' AND CHILDREN'S FOOTWEAR—The lot consists of pumps, shoes and Oxfords in many styles and leathers, suitable for dress, school or general use. These are absolutely the lowest prices we have ever given on children's shoes:

Lot No. 1—Infants' sizes, 5 1/2 to 8, a pair, at.....\$2.95  
Lot No. 2—Children's sizes, 8 1/2 to 11, a pair, at.....\$1.95  
Lot No. 3—Misses' sizes, 11 1/2 to 2, a pair, at.....\$1.65  
Lot No. 4—Grown Girls' sizes, 2 1/2 to 6, a pair, at.....\$1.35

## Four Silk Specials For Saturday Only

CHIFFON TAFETTA—36-inch Chiffon Taffeta. A splendid grade, shown in about thirty colors, including street and evening shades. As an extra special for Saturday's selling we offer this \$1.75 grade, limit ten yards to a customer.

\$1.29

PETITCOAT SATIN—For Saturday only we offer Skinner's Guaranteed Washable Heavy Satin for skirts and petticoats, shown in white only. This satin is worth regularly \$2.00 a yard. Special, limit five yards to a customer, at the yard,

\$1.49

ORIENTAL PONGEE SPECIALS—Oriental Pongee or Shantung is the silk of unlimited service. Ever ready and very much in demand for spring and summer

\$1.29

wear. Shown here in all weights and prices. This fabric is suitable for dresses, skirts, petticoats, shirts, blouses, coats, children's wear, night shirts, pajamas, etc. It is the silk for service for summer wear. Don't miss this opportunity. We especially feature two grades at prices that are positively unmatchable: 33-inch, \$1.50 quality, at 98c; 35-inch, \$1 quality, at 69c.

69c

SPECIAL LOT OF NOVELTY AND FLAIN SILKS—We offer in this special lot about a thousand yards of assorted kinds of silks, including taffetas, Georgettes, satins, foulards, pongees, crepe de chine and many other novel and plain effects. Every yard in the lot worth \$2.00. Special for Saturday, a yard, at

\$1.29

## \$2 White Voile Blouses, At \$1.50

VOILE in new styles—too many to try to tell you all about them.

The materials are much better than you would ordinarily find in blouses at these prices, and the workmanship is careful even to the smallest details.

Please believe us when we say that any woman who wants to pick up a specially good blouse at \$1.50 ought not to miss this opportunity.

Plenty tomorrow. —(Fifth Floor)

## For The Boys:

CONCENTRATION of effort in our Boys' Department has resulted in several very special lots for Saturday, and parents cannot resist.

BOYS' WOOLEN NORFOLK SUITS—Shown in grays, tans and browns; neat models made with full lined knickerbockers; sizes 5 to 12 years. Priced at a suit,

\$5.95

(Other special suits at \$6.45 to \$13.95) HIGH CLASS WASH SUITS—Shown in white or colors; new effects in patterns and styles. Sizes 2 to 10 years. A suit, at

\$1.35

BOYS' ROMPERS—Open leg style; fast colors; sizes 2 to 7 years. Extra special values, at a suit, \$1.35. BOYS' NOVELTY GOLF CAPS—In woolen plaids, checks and fancy figures; taped seams; finished with snaps. Shown in all sizes. Priced at each

50c



IVAN FRANK Clothes

## My, What a Lot Of Help Our Saturday Specials Are, To Patriotic El Pasoans Who Are Buying As Many Thrift Stamps As They Possibly Can!

## Cancelled--A Manufacturer's Order For 300 Hats--We Took Them Over At a Great Big Saving!

AND now you can make that saving of yours! You will realize what a genuine opportunity it is when you see the hats.

They're Wonders at \$5 @ \$7.50

Lisere hats in black and white combinations, faced with Georgette and trimmed with bright flowers. Also white Milans trimmed with wings, quills and big ribbon bows. Smart Georgette Pokes, Lisere and Milan combinations. Smaller shapes with saucy little wings. Tricornered hats, everything, in fact. All colors. And every one of them at the remarkably low prices of \$5.00 and \$7.50.

—(Fifth Floor)

## Girls' and Misses' Apparel @ Hats



creations which have been responsible for a season of lively selling. The "Sammy," "Eton," and other models which you have admired in our splendid showing. The materials include Serge, English Poplin, Wool Jersey and Worsted. Colors are Covert, Sand, Polu Blue, Navy, Rose and Black and White Checks. Sizes 12, 14 and 16. Values to \$25.00, at

\$16.95

SEASIDE COATS—Or for wear at home during the cool evenings; ideal for a Clouderoff wrap.

GIRLS COATS AT WHOLESALE PRICES—These coats are hardly what you would expect to find. More styles for one thing, more becoming for another.

All the staple and novelty wool coatings and colors are represented. Sizes are 8, 10, 12, 14 and 16 years. Special price groups are:

Values to \$29.50, at \$16.95  
Values to \$19.50, at \$12.95  
Values to \$12.95, at \$8.95

TRIMMED HATS FOR GIRLS, FROM 6 TO 14 YEARS—A very attractive special price group, featuring principally beautiful floppy brim Leghorns and elegant ladylike hats.

The large girl or miss who has had such a difficult time securing a suitable hat will find that she can be suited to a "T" at this sale. Values to \$8.50, at

\$4.95

## \$8.50 Mme. Lyra Corsets, At \$5.50

ASK for No. 3952—a model which will fit the average figure. Medium bust, long hip. Shown in pink or white Broche. They have six hose supporters. Sizes 21 to 30. This is a discontinued number and they certainly will be bought rapidly at the special price of \$5.50. This special price corset will be fitted by our expert corsetiers.

—(Fourth Floor)

## Undermuslins At A Dollar

IT is an old story about the rising price of muslins, laces and other materials which go to make beautiful undermuslins for women, yet it is a fact that we are showing Undergarments at a Dollar which would be impossible for us to turn around and rebuy to retail for less than \$1.50. The showing includes Gowns, Tiedys, Chemise, Drawers, Petticoats and Corset Covers. A price that won't last long. \$1.00 coats and Corset Covers. A price that won't last long. \$1.00

—(Fourth Floor)

## Men's Hats To \$4.50, \$2.25

SATURDAY we place on sale all of our odds and ends and broken sizes of felt hats, at a price that will enable every man to have a new hat. The styles are all good, and the quality we cannot replace, but we must make room for our straw hats. See San Antonio Street window display. There is nothing in the lot worth less than \$3.00 and some are worth up to \$4.50. Saturday only, each, at \$2.25.

—(First Floor)

## Register Your Baby At "The Popular"

IT has been decided to register children up to five years of age. Registration each day from 10 a. m. to 4 p. m. "The Popular's" Registration Booth will be open until store closes Saturday night, but this is positively the last opportunity to enroll the babies for the Health Conference to be held at St. Clemente Parish House, Campbell and Montana Sts., April 29-30, May 1-2.

—(Fourth Floor)

## Armour's Toilet Preparations At Special Prices

ARMOUR'S SYLVAN TALCUM POWDER—Regular 25c cans in Violet, Sandalwood, and Carnation odors; flesh tint. Special, can 15c; or 2 for 25c

ARMOUR'S BROADWAY BATH SOAP—A large free lathering cake, delightfully perfumed with Verbena. Regular 15c cakes. Special, 10c

NO ADVANCE IN THE PRICE OF LUXOR TOILET PREPARATIONS—In spite of the abnormal increase of price of all ingredients entering into the manufacture of the toilet preparations and the increased cost of bottles, jars and containers of all kinds, the price of all LUXOR products are maintained at present as formerly.

Luxor Cold Cream.....50c  
Luxor Vanishing Cream.....50c  
Luxor Complexion Powder.....50c & 75c  
Luxor Rouge Tablets, packed in gold brass containers.....50c  
Luxor Certified Almond Cream.....50c  
Luxor Certified Complexion Soap.....15c

—(Down-Stairs Store)

## "Samples" Of Men's Knitted Union Suits

A SAMPLE line of men's high grade knitted union suits. Such famous makes as Glabe, Augusta, and others. These are priced at a fraction of the wholesale cost today.

—(First Floor)

LOT NO. 1—A sample line of men's knitted union suits; summer weights; long, short or sleeveless styles; knee or ankle length; white or ecru. Made of fine combed cotton yarns. Sizes 33 to 40 only. Values \$1.50 and \$1.75. While the lot lasts, your choice, at

95c

LOT NO. 2—This lot consists of styles as mentioned above. The union suits are made of mercerized or plain lisle, gauge and light weight balbriggan. Worth regularly \$2.20 to \$3.50. Priced special for Saturday, a suit, at

\$1.95

## Sale of Women's Low Shoes, at

A MAGNIFICENT lot of women's black patent leather and dull kid, white kid and white canvas strap or plain pumps and Oxfords. Made with welt or turn soles; styles that are the newest and most wanted kinds. They would be big values at \$5 a pair. At the sale price, they are irresistible from the Down-Stairs Store. A pair, at

\$2.45

## 6 Extra Specials In Down-Stairs Store

WOMEN'S BLACK SILK BOOT HOSE—"Turn of the Mill" of a regular \$1.99 Hose. Made by America's finest maker of guaranteed hose. In ivory silk boot with lisle top, heel and toe, insuring durability. We include a few Five Silks Hose in colors. A pair, at

49c

CHILDREN'S & MISSES' HOSE—Black hose of lisle finish. Shown in black or white. Sizes 5 to 8. A pair, at

25c

RIBBONS—Excellent quality batiste and mercerized warp prints and pique effects, in stripes and Dresden. A yard, at

19c

## Down-Stairs Store's Sale Of Dresses

THEY'RE the sort of dresses that adapt themselves to occasions. They're as good for evening wear as for afternoon affairs, thus making one dress serve the purpose of two. Moreover, they are unusually low priced. It is because of "The Popular's" prestige in the market that we can mark these frocks at so reasonable a figure.

There are taffetas, mesallines, dotted tullelars and crepes de chine. And all good serviceable silk, too.

Many of the featured frocks have organic collars and cuffs that can be laundered and always kept fresh.

There are also little frocks with Eton jackets. There are tight bodiced affairs, taffetas with ripply splines. Georgette colored frocks with sleeves to match. Plain, rather tailored looking dresses with deep collars and button trimming. Many of them are embroidered. In fact, each one has been given real attention by its designer, so it has a clever air of difference.

There is every color, too. Light tans and rose shades down to the navy blues and blacks. Don't deny yourself this opportunity of seeing these unusual frocks.

\$5<sup>95</sup>, \$8<sup>95</sup>, \$11<sup>45</sup>

## Voile Waists, Special, 59c

NOT regular 59c waists, but fine, well made waists for which you always pay considerably higher prices. All just out of their boxes.

The Down-Stairs Store was fortunate in getting a big lot of these splendid waists to sell for 59c. They bring great savings. It is a wonderful opportunity and probably the last time such values can be found in a 59c sale, as cottons have recently advanced tremendously.

The waists will be invitingly arranged on tables, and with plenty of saleswomen selection will be an easy matter.

This is a good chance for war-time economy. Women should buy several of these better waists at 59c each.

—(Down-Stairs Store)

## Millinery \$2.95 @ \$3.85

EVERY day brings some smart new styles. The values are very superior to what one would expect for the price. We are told that no hats to equal them at \$2.95 and \$3.85 can be found in the city.

Perfectly fascinating are the many pokes, with their colored facings and perky trimmings, and equally as attractive but very different are the large hats with droopy brims. And there are all manner of smart hats in between these, as well as close-fitting hats for matrons.

Fine Milan, genuine Hires and hemp in black and all fashionable Spring colorings, with wings, ribbons, French flowers and feather fascias trimming them.

—(Down-Stairs Store)

## Union Suits For Women, At Mill Cost

WE were fortunate in securing the entire sample lines of the celebrated "Augusta" and "Globe" Mills underwear, at a price that enables us to sell it to you at Mill Cost. Fine union suits for women, in pleasing styles. Garments that would be cheap at \$1.50 and \$2.00, offered Saturday at

75c @ 95c

—(Down-Stairs Store)

## Front Lace Corsets--Made of a good grade white coutil; low bust, medium hip, vented back and elastic top; fast hose support.

Sizes 21 to 25. \$1.00 each. \$1.95

SILK PLAID PETTICOATS--In black and all the wanted colors and charming effects. Top of peraline, with deep silk elastic to hem. A big value at

\$1.95

SLIP PETTICOATS--In a host of the wanted colors. Cut on the new bias to wear with the new 1918 garments. Just like finding them at each.

\$2.75

—(Down-Stairs Store)